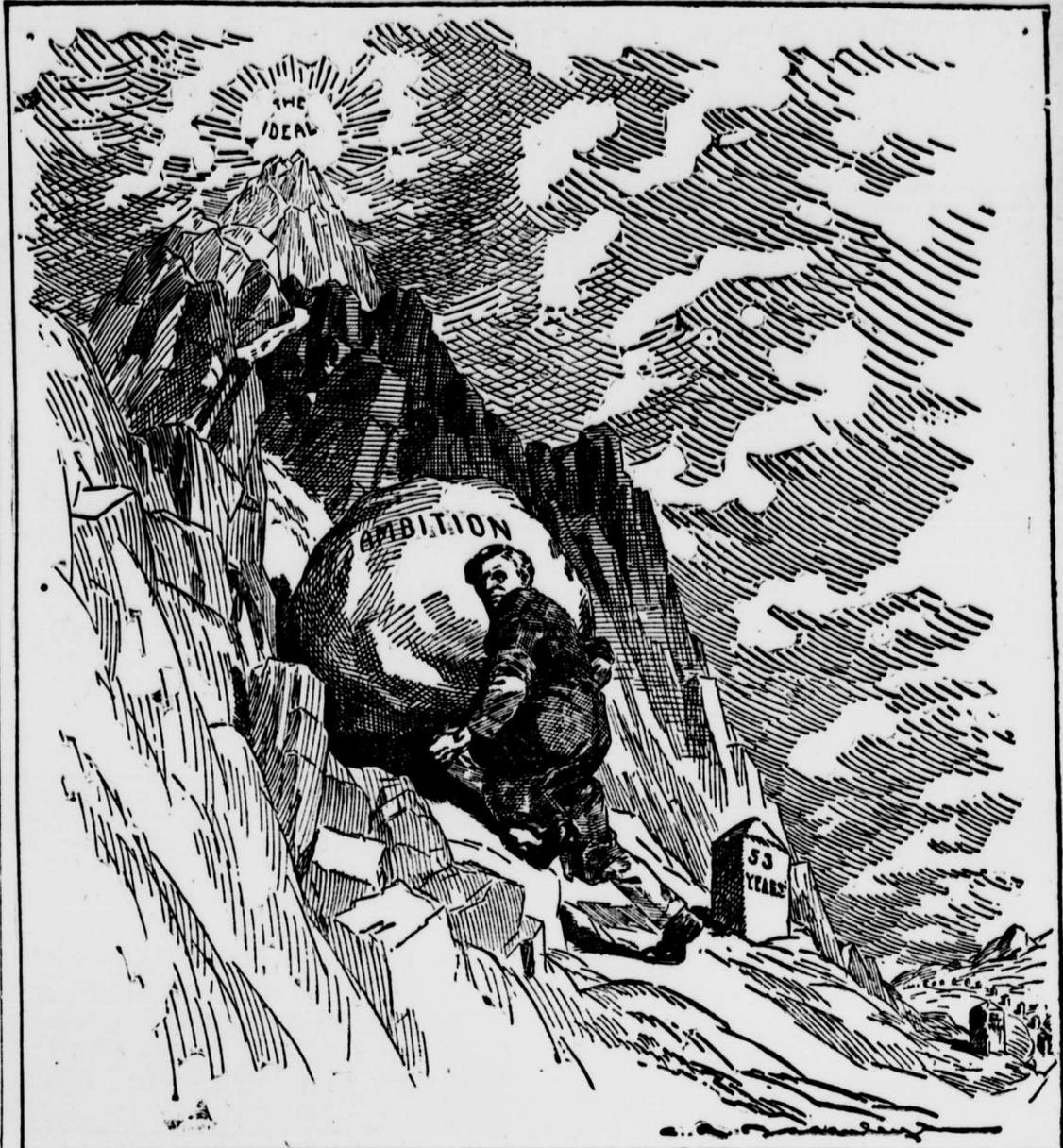


C. R. Macauley Spends a Day With the Remarkable Man Who, Starting on a Salary of \$1.25 a Week, by Constant "Sticktoitiveness" Has Established a Great Mercantile Enterprise--A Pioneer in Honest Advertising

By C. R. MACAULEY. John Wanamaker had accomplished nothing more during his lifetime than to associate high ideals with a great mercantile enterprise and weld them inseparably together he would have been building big. Having achieved this and while he still goes vigorous and active, to his daily work, it is appropriate that he should be known as the "Merchant Prince of America."

For these "editorials" he draws inspiration from every source. Crossing the Hudson river in a ferryboat from Jersey City to New York recently Mr. Wanamaker's attention became fixed upon a noisy, businesslike little tugboat that was towing an overshadowing great hulk to its mooring. Result--an interesting simile applied to his own business in the next day's newspapers.

well as an entertaining and engaging conversationalist. During President Harrison's administration Mr. Wanamaker found time to become a public servant in another capacity than that of providing for the public's mercantile needs. During the four years that he held the portfolio of Postmaster-General he introduced into the Post Office Department many improvements, notably, sea post office, abolishing the lottery, enlarging free delivery and establishing rural delivery of mails. He reorganized the entire postal service of the Pacific slope and largely increased the mailing facilities in remote sections of the country. He was an earnest advocate for better roads to facilitate the mail deliveries. He championed postal telegraph and postal saving depositories. He inaugurated the movement for a comprehensive parcel post.



"Somebody must have a vision and put years of strength and power back of it to shape things toward the ideal."



led to many a shipwreck. It is equally fatal to a storekeeper if his advertising chief handles a light that misleads. "Not to be afraid is something, but courage to go straight on is infinitely more." "Keep up the old standards, and day by day raise them higher." "I think we have tried to do our best, but the best is yet to come." "Be firm rather than begin in the real thing." "You and I have simply found some work to do, and we have borne hard upon it." "Every great undertaking is made up of the sum of past endeavors, plus ambition and the new visions." "Every man and woman is capable of making a discovery that may be important and useful to the world." "On every road there is some young man coming on." "Each new achievement is but a point to camp on for the night only--the next morning to awake early and climb."

SOCIETY ANNOUNCES MANY ENGAGEMENTS

Continued from Fourth Page. Macrae Ingersoll, to Dr. John H. Cunningham. Miss Ingersoll, who was introduced to society a few years ago, is a sister of Miss Coline Ingersoll, who is one of the debutantes of this season. No date has been set for the wedding. Another engagement announced recently was that of Miss Margaret Wynne Jones, a daughter of Mr. and Mrs. J. Levering Jones of Philadelphia and this city, to W. Franklyn Paris. The wedding will take place soon after Easter, after the arrival from England of Miss Jones's mother. The wedding of Miss Anne Pendleton Rogers, daughter of Mr. and Mrs. Archibald Rogers, to J. Griswold Webb, son of the late H. Walter Webb, will be celebrated on May 16 in Hyde Park on Hudson, where Mr. and Mrs. Rogers have their country place. Miss Rogers was maid of honor at the recent wedding of her cousin, Miss Emily Rogers, to Henry Kelly Brent in St. Bartholomew's Chapel. Full details for the wedding have not yet been arranged. GENERAL NOTES OF SOCIETY. ONE of the notable events for Easter week is the annual spring dance of the Junior Aid League of the German Hospital and Dispensary, to be held at the Hotel Plaza on April 2 for the benefit of the children's department of that institution. The department is a new one in the hospital and the league hopes to raise a sufficient fund from the dance to completely furnish it with linen. Dr. Rudolph Duryea Moffett is chairman of the entertainment committee and assisting him are Miss Ella M. Ebeling, Miss Marianna Kroehle, Miss Wilhelmine H. Peper, John A. Horn, Frederick W. Kroehle, Jr., and Carl P. Kroehlfelder. The patronesses include Mrs. Fritz Achells, Mrs. Thomas H. Baucha, Mrs. Carl F. Boker, Mrs. Joseph Burghard, Mrs. George H. Chaitlin, Mrs. Hermann Elmsner, Mrs. James Fellows, Mrs. J. A. Ferguson, Mrs. Charles F. Kroeche, Mrs. Rudolf Koppler, Mrs. Adrian Iselin 2d, Mrs. Edwin Hanes, Jr., Mrs. Bernhard Green, Mrs. Ulysses S. Kahn, Mrs. Florian Krueger, Mrs. Joseph Kuhn, Mrs. Walter Lewishson, Mrs. Carl Mrs. James Moffett, Mrs. Frederick Orth, Mrs. Louis Peiser, Mrs. Hugo Reisinger, Mrs. Jacob Ruppert, Mrs. William E. Simola, Mrs. John Stemme, Mrs. William A. Spies, Mrs. C. C. Springhorn, Mrs. Richard Stein, Mrs. Ernest Thalman, Mrs. Carl Victor, Mrs. Ernie G. Victor, Mrs. John W. Weber, Mrs. William Zimmerman, Mrs. August Einsner, Mrs. A. von Zedlitz, Mrs. Louis C. Wagner, Mrs. Thomas F. Victor, Mrs. Henry Willard, Mrs. Ulrich Schroeder, Mrs. Martin Rehling and Mrs. George J. Suter. Arrangements are being made by the executive committee of the New York State Association Opposed to Woman Suffrage for a luncheon at the Hotel Biltmore on Easter Wednesday, April 15, in aid of its educational campaign. There will be a number of well known speakers at the luncheon, among them Edward Sanford Martin, Mrs. Francis S. Bangs, chairman of the committee in charge, which also includes Mrs. Fritz Achells, Mrs. Ernest R. Adee, Mrs. William Allen, Mrs. Vernon C. Brown, Mrs. Cleveland H. Dodge, Mrs. John Greenough, Mrs. William C. Gulliver, Mrs. Edward R. Hewitt, Mrs. Seth Low, Miss Annie B. Jennings, Mrs. Walter B. James, Mrs. K. B. Lehigh, Mrs. Clough C. Overton, Mrs. Barclay Parsons, Mrs. William A. Putnam, Mrs. B. Aymar Sands, Mrs. Henry Seligman, Miss Anna Sands, Mrs. Robert Sturge, Miss Amy Townsend, Mrs. George Wickersham and Mrs. George Zabriske. The young ladies of the Temple School will give their annual performance for charity at the Plaza on Tuesday evening, April 14. It is entitled "Une Soire Avec Les Pierrettes" and the proceeds from it will be added to the free bed fund of St. Mark's Hospital. Among those who will take part are the Misses Gertrude Warner, Elizabeth Broughton, Helen Weinz, Martha Ray, Stewart, Miriam Brady, Florence Cactelino, Lydia MacNamee, Madeline Cozzen, Emily Semple, Jane Tryon, Edna Warner, Kathleen McFadden, Bessie Madison, Callista Lenahan, Nanette Leonard, Henry Kelly Brent in St. Bartholomew's Chapel. Full details for the wedding have not yet been arranged. The American Criterion Society will hold its last luncheon of the season on Friday at the Plaza. Miss Mary Shaw will be the special guest of honor and will make an interesting address. A number of club presidents have also been invited as guests of honor, and Mrs. Leonard L. Hill, the president, will have as her guests on that occasion Mrs. Orlando Boulard and Mrs. Eugene Hoffman Porter. During the luncheon there will be music by Miss Cordelia Latham, contralto; Miss Louise Buxcoff and Miss Gertrude Fozard, sopranos. The society will close its season with a meeting on May 1. At the meeting of the Electric Club on Wednesday morning at the Waldorf-Astoria the Rev. Thomas R. Bridges gave an interesting address on "The Philippines." George Reardon, baritone, and Mrs. George Reardon, soprano, were the soloists for the day, and Mrs. John Fowler Trow and Mrs. Thomas R. Bridges were the guests of honor. At this session nominations were made for the annual election, which will take place on Saturday, April 11. Mrs. Elizabeth J. Moore, who is vice-president of the club, will retire this spring, as she spends so much of her time in Washington and is unable to attend to her duties as an officer of the club. She will remain on the governing board. The National Society of Patriotic Women of America, Mrs. J. Heron Croan, president, had a social meeting yesterday afternoon at the residence of Mrs. N. Archibald Shaw, 601 West End Avenue. The annual meeting of the society will be held at the Waldorf-Astoria on the afternoon of April 1. There will be addresses and music. The Federation for Child Study will hold its annual meeting at 2 West Sixty-fourth street on the afternoon of April 1. Pres. Franklin T. Baker of Teachers College will speak on "Children's Reading." The lecture will be followed by tea. There was an unusually large attendance at the twenty-eighth anniversary luncheon of the Society for Political Study on Tuesday at the Hotel Astor. The guests of honor were Mr. and Mrs. Louis Annin Ames, Mrs. Elmer Blair, Mrs. Simon Baruch, Mrs. William B. Chapman, Mrs. Charles Griffin, Mrs. William Tod Helmuth, Mrs. George V. Howes, Mrs. Howard MacNitt, Miss Katherine Lurch, Mrs. A. M. Palmer, Mrs. Belle de Rivera, Mrs. May Riley Smith, Mrs. Edyth Totton, Mrs. Clarence B. Wainwright, Mrs. Katherine Lurch, Mrs. Walter Gahagan, Miss Florence Guernsey, Miss Mary G. Hay, Mrs. A. W. Lester, Mrs. Elmore McIntosh, Mrs. Noble McConnell, Mrs. Henry Pearson, Mrs. William T. Roper, Mrs. Anna Steese Richardson, Mrs. John Fowler Trow, Mrs. Charlotte Wilbour and Mrs. Hugh L. Cooper. The luncheon was followed by a most interesting programme. It was opened by the salutation by the president, Mrs. Austin Norman Palmer, and this was followed by a group of songs by Mrs. Katherine Lurch, addresses by Louis Annin Ames and Mrs. Anna Steese Richardson and the installation of officers. Mrs. George W. Howes was chairman of the luncheon committee and serving with her were Mrs. J. Hedges Crowell, Miss Florence Guernsey, Mrs. N. P. Andrus, Mrs. George W. Hanna, Mrs. William Lyle, Mrs. John Pennie, Mrs. W. S. Richardson, Mrs. John H. Judge, Mrs. James A. Allen, Mrs. J. Franklin Donnell, Mrs. Frank Kilton, Mrs. J. W. Loeb, Mrs. E. C. Morrison, Mrs. George Williams and Miss Agnes C. M. Melnick. Miss Elsa Luella Baar, daughter of Mrs. Frederick Baar, of 225 Central Park West, will be married to William John Ralston, son of Mr. and Mrs. Louis Ralston, of 206 West Seventy-ninth street, on April 23. The wedding will take place in the Church of the Heavenly Rest and the ceremony will be followed by a reception at the St. Regis. The wedding of Miss Gertrude Gascogne Lyle, daughter of Mr. and Mrs. George H. Lyle of Hackensack, N. J., to Richard H. Arnault of this city will take place on April 8 in the Second Reformed Church, Hackensack. An engagement just announced which is of interest in New York as well as Boston is that of Miss Helen Virginia Ansie, daughter of Mr. and Mrs. Allen Ansie of Boston, to Henry Clarke Coe, Jr., son of Dr. and Mrs. Henry Clarke Coe of 8 West Seventy-sixth street. No date has been set for the wedding, but it will be an event of June.

"I have always had a broom in my hand."